



HELEN T. WHITE GALLERIES
BUELL CHILDREN'S MUSEUM
JACKSON CONFERENCE CENTER
SCHOOL OF DANCE & SCHOOL OF ARTS
CENTER STAGE PERFORMING ARTS SERIES
CHILDREN'S PLAYHOUSE SERIES
MUSEUM GIFT SHOPS
FESTIVAL FRIDAYS

Marketing Photos Submission Guidelines

Image File Specifications at a Glance

- **1500 x 2100 pixels or 5" x 7" MINIMUM** (height AND/OR width)
- **JPEG (saved at highest compression)** and **TIFF** formats preferred
- **High resolution**, or 300 dpi/ppi (pixels/dots per inch) required

Resolution

When preparing your images for marketing, resolution determines the quality of the image. All images must be submitted at 300DPI or higher. A quick test of the quality of your image is to zoom in on your document to 300%. If the image is still clear with minimal jagged pixels and blurring, it will look fine when printed.

Please note that you cannot open an image in Photoshop that is at a lower resolution (72DPI) and just change it to 300DPI. This will increase the image resolution, but not change the quality. In fact, it will look worse. Images must be captured originally at 300DPI, so ensure that the camera you use takes photos at 300DPI. The same applies to scanning.

Check your resolution in Photoshop: Open Image > Image > Image Size > Resolution

Image Size

Image size is another important component when preparing your images for print. We accept images no smaller than 5"x7" for print but prefer images at 8"x10". The larger the image size, the larger the file size too. We will resize all images from the provided original for web use. You do not have to format your images for the web.

File Formats

We accept images in TIFF and JPEG formats. Please note that when saving as JPEGs, save at the highest compression for the best quality. TIFF files preserve original quality but also have larger file sizes.

File Names

File name: firstnamelastname_titleofwork

- Example: johnsmith_untitled.jpg
- Example: johnsmith_untitled01.jpg

If you have any questions or need assistance formatting your images please contact Nicki Hart at 719-295-7211 or email nicki@sdcs-arts.org.



From the Marketing Department

Nicki Hart, Marketing Specialist (nicki@sdcs-arts.org)

The Sangre de Cristo Arts Center is proud to be a fully accredited member of the American Association of Museums